

DOCKET FILE COPY ORIGINAL

Before the
Federal Communications Commission
Washington, D.C. 20554

RECEIVED & INSPECTED
JUL 23 2004
FCC - MAILROOM

In the Matter of:

Amendment of Section 73.202(b),
FM Table of Allotments, FM Broadcast Stations
(Evergreen, Alabama and Shalimar, Florida)

MB Docket No. 04-219
RM-10986

TO: Audio Division

**SUPPLEMENT TO COMMENTS OF GULF COAST
BROADCASTING COMPANY, INC.**

Gulf Coast Broadcasting Company, Inc. (hereinafter "GCBC"), by its attorney,
hereby respectfully supplements his Comments filed in this proceeding, under date of
July 15, 2004, as follows:¹

1. In a number of recent cases, the Commission has indicated that it is
interested in the issue of whether businesses and other institutions in a community carry
the name of the community in their business and/or institutional names, such as *e.g.*,
Mangum and Erick, Oklahoma, 19 FCC Rcd 6110 (Audio Division 2004); *Ocilla and
Ambrose, Georgia*, 18 FCC Rcd 25, 611 (Audio Division 2003). In the case of Shalimar,
Florida, based upon information derived from the Shalimar website, and from the Town
Manager, we can and do report that there are at least four businesses in the community
which carry the name Shalimar. These are the Shalimar Cheers Pub, the Shalimar Yacht
Basin Marina, Guisseppi's Wharf of Shalimar, and Shalimar Ventures. The Shalimar

¹ Comments are not due for filing in this proceeding until August 2, 2004. Therefore, GCBC submits that it
is entitled to supplement its Comments, already filed, as a matter of right, and that no Motion for Leave to
file such a supplement is required.

No. of Copies rec'd 014
List ABCDE

Girl Scouts and Boy Scouts are both associated with churches which carry the name Shalimar, *i.e.*, Shalimar Baptist Church and Shalimar United Methodist Church. There is also a Shalimar Presbyterian Church. The town's little league baseball association carries Shalimar in its name, as does the Shalimar Elementary School.

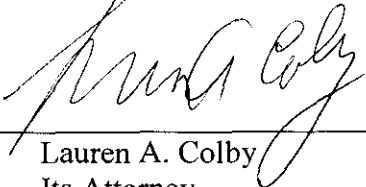
2. Shalimar was founded in 1931 by Clifford Meigs and was incorporated in 1947. The middle school located in Shalimar is named Clifford Meigs Middle School, and one of the community parks in Shalimar is named Clifford Meigs Neighborhood Park. Meigs Stadium, which is located at the middle school, is also named after Mr. Meigs.

Respectfully submitted,

July 22, 2004

GULF COAST BROADCASTING
COMPANY, INC.

Law Office of
LAUREN A. COLBY
10 E. Fourth Street
P.O. Box 113
Frederick, MD 21705-0113

By: 

Lauren A. Colby
Its Attorney